

**CARLSBAD GOLF LODGING  
BUSINESS IMPROVEMENT DISTRICT (CGLBID) BOARD**

**October 16, 2013 AGENDA**

2:00 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173A  
Carlsbad, CA

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**NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below.
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Clerk's Office (760-602-2809) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

**PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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**I. CALL TO ORDER                      2:00 p.m.**

**II. ROLL CALL**

**CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.**

**(c) III. APPROVE MINUTES OF July 10, 2013**

To approve the minutes of the July 10, 2013 meeting of the CGLBID Board of Directors.

**REPORTS AND DISCUSSION ITEMS:**

**V. AB 10-13-09 APPROVE REIMBURSEMENT REQUESTS**

To adopt Resolution 2013-8G approving reimbursement requests.

**VI. NEXT MEETING**

Set date for next meeting. Agenda topics to include:

1. Approve reimbursement requests

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

# MINUTES

**MEETING OF:** CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT  
DISTRICT BOARD MEETING

**DATE OF MEETING:** July 10, 2013

**TIME OF MEETING:** 2:00 p.m.

**PLACE OF MEETING:** Room 173A, Faraday Administrative Center, 1635 Faraday Avenue

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**CALL TO ORDER:** Chair Stiebeling called the Meeting to order at 2:40 p.m.

**ROLL CALL** was taken by the Senior Deputy City Clerk, as follows:

**Present:** Stiebeling, Glaser, Stripe.

**Absent:** None.

## **MINUTES FOR APPROVAL**

On a motion by Board Member Stripe, the minutes of the meeting held May 15, 2013 were approved as presented by Board Members Stiebeling and Stripe.

## **REPORTS AND DISCUSSION ITEMS:**

### **AB 07-13-08 APPROVE REIMBURSEMENT REQUESTS**

On a motion by Board Member Glaser, the board adopted Resolution No. 2013-7G approving reimbursement requests.

## **NEXT MEETING**

By consensus, the Board agreed to hold the next meeting on October 16, 2013, at 2:00 p.m.

By proper motion, the Board Meeting of July 10, 2013, was adjourned at 2:43 p.m.

Sherry Freisinger  
Senior Deputy Clerk

**CARLSBAD GOLF LODGING  
BUSINESS IMPROVEMENT DISTRICT  
AGENDA BILL**

<b>AB#</b>	<b>10-13-09</b>	<b><i>Approve Reimbursement Requests Carlsbad Golf Lodging Business Improvement District (CGLBID)</i></b>	<b>CGLBID STAFF</b> 
<b>MTG.</b>	<b>10-16-13</b>		<b>GENERAL COUNSEL</b>

**RECOMMENDED ACTION:**

Adopt Resolution No. 2013-8G approving the Reimbursement Requests from the Sheraton Carlsbad, the Grand Pacific Palisades Hotel, and the Park Hyatt Aviara of approved golf related expenses and authorizing staff to process the payment.

**ITEM EXPLANATION:**

At its November 27, 2012 meeting, the Carlsbad City Council adopted ordinance No.CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID). Hotels (as that term is defined in Carlsbad Municipal Code § 3.12.020(1)) that choose to opt in and be a part of this district are assessed \$2 per occupied room night which is remitted to the city monthly through the current Transient Occupancy Tax collection process. The proceeds of the additional hotel business assessment shall be used to promote golf-related tourism within the boundaries of the CGLBID, as well as marketing related capital improvements such as golf-related signage, golf related equipment and to pay for the related administrative costs. Each assessed hotel would determine how to spend the funds collected by their respective property provided the expenditures are for an approved golf related expense. Reimbursement of these expenses would be made quarterly upon approval by the CGLBID Board up to the amount collected per property minus administrative fees.

At its April 17, 2013 meeting, the CGLBID Board approved a process for reimbursement (Exhibit A). Based on this process, staff has reviewed reimbursement requests submitted by the Sheraton Carlsbad, Grand Pacific Palisades Hotel and Park Hyatt Aviara and is recommending the board approve the attached Resolution approving the reimbursement requests and authorizing staff to process the payment for the expenses up to the amount collected minus the 4% administration fees.

Attached at Exhibit B is a summary of CGLBID Assessments collections and a summary of Requests for Reimbursement.

**FISCAL IMPACT:**

As of September 30, 2013 CGLBID Assessment revenue was \$98,958. Reimbursement requests from the Sheraton Carlsbad were \$16,299 Palisades were \$500 of which along with prior period approved but unreimbursed expenses \$41,454 is available and is being recommended for payment. Reimbursement requests from the Grand Pacific Palisades were \$500 of which along with prior period approved but unreimbursed expenses \$15,261 is available and is being recommended for payment. Reimbursement requests from the Park Hyatt Aviara were \$17,430 of which \$17,430 is available and is being recommended for payment.

## **ENVIRONMENTAL IMPACT:**

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15378 (b)).

## **EXHIBITS:**

1. Resolution No. 2013-8G approving the Reimbursement Requests from the Sheraton Carlsbad, the Grand Pacific Palisades Hotel, and the Park Hyatt Aviara of approved golf related expenses and authorizing staff to process the payment.
  - A. CGLBID Proposed Process for Reimbursement
  - B. Summary of CGLBID Assessment collections and summary of Requests for Reimbursement

**DEPARTMENT CONTACT:** Cheryl Gerhardt, 760-602-2753, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

**RESOLUTION NO. 2013-8G****RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
CARLSBAD GOLF LODGING BUSINESS IMPROVEMENT  
DISTRICT, ADOPTING THE PROPOSED REIMBURSEMENT  
PROCESS**

**WHEREAS**, at its November 27, 2012 meeting, the Carlsbad City Council adopted Ordinance No. CS-194 forming the Carlsbad Golf Lodging Business Improvement District (CGLBID); and

**WHEREAS**, members of the district are assessed \$2 per occupied room night which is remitted to the city monthly through the current Transient Occupancy Tax collection process; and

**WHEREAS**, the proceeds of the additional assessment shall be used to promote golf related tourism within the boundaries of the district; and

**WHEREAS**, each assessed hotel would determine how to spend the funds collected by their respective property provided the expenditure are for an approved golf related expense; and

**WHEREAS**, reimbursement of these expenses would be made quarterly upon approval of the CGLBID Board up to the amount collected per property minus administrative fees per the reimbursement process as shown at Exhibit A; and

**WHEREAS**, staff has reviewed the reimbursement requests shown at Exhibit B and is recommending the Board approve these reimbursements and authorize staff to pay the requests up to the amount available.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Carlsbad Golf Lodging Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. The CGLBID Board approves the October 16<sup>th</sup> reimbursement requests shown at Exhibit B and authorizes staff to pay the following amounts to the following hotels:

Sheraton Carlsbad	\$41,454
Grand Pacific Palisades Hotel	\$ 15,261
Park Hyatt Aviara	\$ 17,430

**PASSED, APPROVED, AND ADOPTED** at a regular meeting of the Board of Directors of the Carlsbad Golf Lodging District on the \_\_\_\_ day of \_\_\_\_\_ 2013, by the following vote to wit:

AYES:

NOES:

ABSENT:

Gary Glaser  
Vice- Chair

ATTEST:

BARBARA ENGLESON  
Pro Tem Clerk of the  
Carlsbad Golf Lodging Business Improvement District

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**Carlsbad Golf Lodging Business Improvement District (CGLBID)**  
**Process for Reimbursement**

*(see Chapter 3.38 of CMC for more information)*

- Hotels that have opted into the CGLBID will collect a \$2 per room night CGLBID assessment. This assessment may be combined with the CTBID assessment on the guest's bill, and notated as "BID Assessments", but may not be combined with TOT or state assessments.
- Hotel will remit monthly, CGLBID assessments along with TOT and CTBID assessments. City finance department will revise form to include line for CGLBID assessment.
- City will track CGLBID payments for each hotel. Amount collected minus 4% administrative charge will be available to the hotels for reimbursement for allowable expenditures.
- Hotel shall submit a quarterly accounting of expenses for CGLBID activities to BID manager. Reimbursement requests submitted by the 10<sup>th</sup> of the month following the end of the quarter will be processed for that quarter's reimbursement.
- BID manager will review documentation and determine allowable amount of reimbursement. Reimbursement will be limited to amount of assessment remitted to the city less the 4% administrative fee. Reimbursement request will be included in the CGLBID Board meeting agenda for approval by the CGLBID Board at the next CGLBID Board meeting. Approval must be made by a quorum of the board which is at least two members. CGLBID Board's decision shall be final as to whether an allowable expenditure is reimbursable.
- Where a reimbursement was denied by the CGLBID Board, the Board, pursuant to CMC § 3.28.070, may recommend to the Carlsbad City Council that the type or purpose of denied reimbursement be permitted in the future as an allowable expenditure.
- Once reimbursement is approved by the CGLBID Board, BID manager will process the payment to hotel.
- Any funds that have not been reimbursed by the end of the year will carry forward to the next year.
- Meeting dates for CGLBID 1/30/13, 4/17/13, 5/15/13, 7/10/13, 10/?/13
- Allowable expenditures include the following:
  - Equipment related to golf such as golf transportation equipment, golf racks, golf signage, etc. (equipment related specifically to the promotion of golf)
  - Joint marketing related to the promotion of a member's property and a Carlsbad golf course,



such as:

- A brand initiative such as Marriott, Hilton, Starwood, or Hyatt advertising the member's property in conjunction with a Carlsbad Golf Course
  - A marketing promotion - radio, TV, or print advertising the member's property and a Carlsbad golf course
  - On-line / Internet promotions jointly advertising a member's property and a Carlsbad golf course
  - Reimbursement for marketing and sales staff on time spent in joint marketing efforts
  - Other expenses to promote golf-related tourism
- Documentation required for reimbursement
    - Completed Request for Reimbursement Form
    - Copy of invoices for expenses

## Summary of CGLBID Assessment Collections

Property	Total Deposits	Less 4% Admin Fee	Available Deposits (A)	Expenses			Account Balance (A) - (B)	Check Request amount
				Pending Approval	Pending Payment (1)	Paid (B)		
Grand Pacific Palisades Hotel	37,132	1,485	35,647	500	17,275	20,385	15,261	15,261
Park Hyatt Aviara	94,396	3,776	90,620	17,430		44,238	46,383	17,430
Sheraton Carlsbad Resort	102,586	4,103	98,483	16,299	29,543	57,028	41,454	41,454
	234,114	9,365	224,749	34,229	46,818	121,651	103,098	

(1) These amounts represent expenses that were previously approved but not paid out due to inadequate cash.  
(2) These expenses will be reimbursed in the next quarters reimbursement

October 16, 2013 Reimbursement Requests				
	Sheraton Carlsbad	Grand Pacific Palisades	Park Hyatt Aviara	Total
Advertising and Marketing			10,000	10,000
Public Relations	11,750	500	7,430	19,680
Sales and Marketing Contract	4,549			4,549
Director of Sales Salary				-
	16,299	500	17,430	34,229